With Hale’s hire in May of this year, the City of Hale says, “We’d prefer to have them here in Loveland,” because of local processes that impede their growth, they’ll go elsewhere. The answer is simple, says Betsey Hale, business development manager for the City. The primary goal is to help businesses seek to expand, locate or relocate in Loveland are supported through the process. Boosting efficiency by eliminating duplication of efforts is also part of the approach.

Whether focused on retention or recruitment, however, the underlying reasons for business development remain the same. Successful, business development builds bottom lines for local businesses, creates jobs for local residents and drives steady tax revenues for the City. There’s ample evidence in Loveland that fostering the growth of commerce here has been a success. In just about every part of town the ever-improving statistics of Loveland’s employment levels and standard of living are evident.

One of the first tasks she was set, Hale says, was to establish productive relationships with the City’s varied partners in economic development. Those partners range from the Downtown Loveland Association to the Northern Colorado Economic Development Corp., and on up to the state’s Office of Economic Development and International Trade. Hale has drawn together the many organizations and entities at work on business and economic development in northern Colorado; many of which, the City of Loveland helps to support.

“Business Missteps: How to Avoid Mistakes,” and “Work Mapping are all available through the Economic Gardening program provides data and geographic information systems – Colorado Office of Economic Development and International Trade.

Larimer County Workforce Development and the Loveland Center for Business Development also will participate with information and displays related to workforce, finance and development. Staff members will be joined by business development professionals from the city, county, region and state. Organizations such as the Loveland Chamber of Commerce, Northern Colorado Economic Development Corp., Larimer County Workforce Development and the Loveland Center for Business Development also will participate with information and displays related to business financing, development and regulations.

Dr. Lee Thomas, business coach and owner of “Business Magic,” will present seminars at noon and 1 p.m. His topics are: “Business Missteps: How to Avoid Mistakes,” and “Work On Not In Your Business.” Thomas has over 30 years of experience owning 17 small companies and managing more than 2,000 employees. The expo is planned as an opportunity for informal interaction with City staff, economic development professionals and business owners. The event is sponsored by the City of Loveland the Loveland Chamber of Commerce.

Wishing what sorts of resources are available for business financing in Loveland? Curious about sales tax procedures? Unsure what kind of landscaping will be required if you expand your business facility? Get the answers to these questions and many more Nov. 17 during a Business Resource Expo planned at the Loveland Civic Center complex, 300 N. Adams Ave. From 11 a.m. to 4 p.m. that day, City staff will put aside normal duties to be available in an open-house setting. They’ll provide information and answer questions to help smooth the path between Loveland’s businesses and Loveland’s government.

Get business information, find resources at expo

City, chamber to sponsor business event

Program cultivates growing businesses

Just as one nurseries a growing plant with sunlight, water and regular care, Loveland’s 3-year-old Economic Gardening program is encouraging small businesses to grow and develop. The program’s help in creating a nurturing business environment is yielding retention of businesses, new jobs and growth. The Economic Gardening program provides data and support normally too costly for small businesses.

The primary goal is to help businesses remain and grow in Loveland. This level of local support also attracts businesses considering locating in Loveland, again drawing more and better jobs. These small businesses are a valuable resource. Statistics show that 60 percent to 80 percent of new jobs generated during the past 10 years have come from smaller businesses. During the same period, big business has suffered lay-offs and offshore outsourcing.

The Economic Gardening program, meanwhile, provides local small businesses with resources formerly available only to large firms with deep pockets. Commercial databases with information on customer and competitor profiling, demographics on age, income levels, ethnicity, lifestyle choices; marketing and mailing lists and geographic information systems mapping are all available through the program. Infrastructure, networking and mentoring are additional resources.

Modeled after a successful program in Littleton, the Loveland program has reached more than 100 local small businesses. Involvement has ranged from providing quick responses to requests for information to on-site consulting. The ongoing shoulder-to-shoulder work to help create operational strategies in conjunction with new businesses.

A free Economic Gardening information meeting is offered at noon on the first Tuesday of every month at the Chamber of Commerce, 5400 Stone Creek Circle. For more information, call Don Abbott, 667-4106.